

New from Merit

NICOTINE EXTRACTED TOBACCO

HOW A HILL OF BEANS HELPED PERCOLATE
THE NEXT BREAKTHROUGH IN SMOKING.

"If they can remove caffeine from coffee and still keep its
distinct flavor, why can't we do the same with tobacco?"

That simple question inspired us to create a new
Merit, the first cigarette made with nicotine-extracted tobacco.

There's nothing else like it in the Merit family. 97% of the
nicotine has been removed. Taken away naturally by our patented
N-EXT Process, the same way caffeine is removed from coffee.
Leaving our mild, natural tobaccos mild and natural.



And leaving you with a choice you
never had before:

tobacco without nicotine.

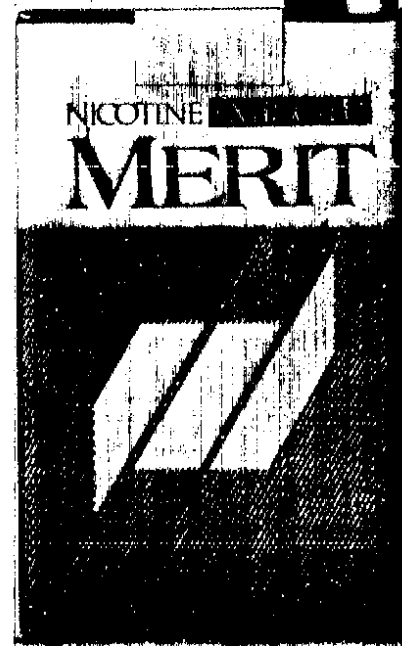
You'll find it in new Merit. The
distinct, light smoke unlike any other.

NICOTINE EXTRACTED
MERIT

WHAT YOU WANT
OUT OF A CIGARETTE.

Now you have a choice.

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**



Available in Lights, Ultra Lights, Regular and Menthol

20457223375